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The Influence of Advertising in the Fish Industry

By W. M. ROSE

A talk delivered before the United States Fisheries Association at Atlantic City, N. J., September 16, 1921

A s the time is short, I will try to present only the barest skeleton picture of the fish industry as it exists today, and an advertising plan which might solve most of your problems.

There are just three points which I wish to discuss. First—Why should the fish industry advertise? Second—What can reasonably be expected if the industry as a whole should start upon a constructive advertising campaign? Third—What might be included in a weli-grounded merchandising plan?

Now to make plain the great need for constructive merchandising work, if the fishing industry is to assume

its rightful place among the successful activities of modern life, I want to tell you some things you already know and show you graphically the conditions in the industry as we found them through an investigation our organization undertook a few months ago. . . .

(Graphic charts were here exhibited by Mr. Rose which showed that during the months of January and February of this year cod sold during one-half the period at a price actually below the

cost of producing; haddock brought a somewhat better price, though for a considerable portion of the time it sold below cost. Other charts brought home strikingly the fact that increase of production invariably showed a corresponding falling off in price; or, in other words, that prices of fish are definitely regulated by supply and demand.)

Now, for the reasons why the fish industry is not receiving a return for its labor commensurate with that of most other industries. Fish is one of the first foods of the human race, and it has continued to be a very important food in the world at large. But America falls far below most other countries as a fish consuming nation. . . The per capita consumption of fish in Japan is 200 pounds, while that of the United Kingdom is 65 pounds, Sweden 52, Norway 44, Canada 30, while the United States is but 16 pounds. . . . Only 3 per cent. of an American's food is fish, while 17 per cent. is meat and poultry, and yet there are more kinds of fish than there are kinds of meat and many more kinds of fish than there are kinds of poultry.

The answer is that the American people are not fish-eating people. Religion and habit have kept the demand for fish practically fixed. It has expanded only with the population. My family today eats about the same proportion of fish as my grandmother's family ate. We had fish on Friday because in that section in which we formerly lived fish was supposed to be fresher on that day, and besides, everybody else ate fish on Friday; but we did not eat it

The Creation of Markets is a topic on which we have hammered away persistently since our very first issue.

At last we see signs of definite action in the matter. The talk delivered by Mr. Rose, representing Walter B. Snow and Staff, advertising experts, created more enthusiastic discussion at the Convention than any other feature.

Such enthusiasm is significant.

on Sunday-seldom on Monday. . . .

Now up to a few years ago, the producing machinery was just about equal to taking care of this fixed demand which has always existed. Possibly there was a little more producing machinery than was necessarv. But with the coming of the world war and the influence of the government upon the food question. an influence which amounted practically to legislation, the demand for fish so increased that the producing machinery had to be increased to keep pace with it. But you must remember that you cannot permanently legislate religion or appetites. You may bring pressure to bear upon them temporarily, but just as soon as the pressure is removed, human nature drops back into its old rut; and that is what has happened to the fish industry since the signing of the armistice.

But people can be influenced to eat more fish—not by legislation, but by teaching them or educating them in the value of fish as food and in the possibility of securing fresh fish even though several hundred miles from the seaboard. People can be induced to eat more fish, by teaching them how to cook fish properly, by showing them that fish is practically the equal of meat in food value, by picturing fish to them so deliciously served that they will WANT to eat it. . . .

There never can be prosperity in the fish industry until apathy on the part of the public toward fish is changed to interest and desire. . . . Now I want to discuss the way you gentlemen can bring about this change. You who are producers have

an excess of equipment. You who are wholesalers and retailers can readily meet the increased demands of the buying public educated to the eating of more fish. Now, what are the factors concerned in obtaining the desired result?

First of all, comes the heartiest co-operative interest of everyone concerned with the selling of fish—the producer, the wholesaler and the retailer. Nothing will bring this to pass quicker than an appreciation that

something is being done to create a market.

Next comes an appreciation on the part of the retailer of the tremendous advances that have been made recently in the merchandising of other food products, and the realization by such retailers of the necessity of developing a uniform business throughout the week. . . .

Of the most vital importance to the success of the effort to increase the sale of fish must be a marked improvement in the selling methods and in the presentation of fish for sale.

Individual wholesalers and retailers, here and there, have proved the earning power of local advertising and improved merchandising methods. But it remains for the fish industry as a whole to get behind the promotion of fish consumption if we are to secure widely distributed and permanent results that are deserved. You as producers, wholesalers and retailers are all concerned. Nothing



will so quickly encourage co-operation among you all as to see something definite doing.

I realize as keenly as do you gentlemen the difficulties in overcoming conditions which have so long existed, but I am convinced that the effect of an advertising campaign would be to gradually but surely raise the standard of every concern in the industry. Increased business, increased profits and continual educational work cannot help but affect the entire personnel.

An advertising campaign to be successful must accomplish three definite things for the industry: (1) It must influence people to eat more fish. (2) To eat it more than once a week. (3) To eat the kinds of fish most plentiful at the particular time.

Ignorance and apathy are the two giants now clinging to the throat of the industry and these may be overcome only by education. Therefore, the campaign should have as its keynote, education; the education of the American people as to the food value of fish, as to the palatableness of properly cooked and served fish, and, furthermore, the education of the housewife in how to cook fish, appetizingly and odorlessly. . . .

I am going to suggest a plan for a national campaign of advertising—advertising through the newspapers, magazines, billboards, through lectures, teachers, moving pictures, news stories, direct mail letters, and in scores of ways—every activity tying up with the central idea of education.

Practically all of the women's colleges and most of the co-educational institutions have domestic science courses. The influence of the extension departments of these courses should be enlisted. There are 1,000 women's clubs east of the Mississippi. Lectures and programs should be prepared for their use. In addition to this the backbone of the educational campaign would be the women's magazines. There are some 50 publications of this class, all of which have a varying appeal.

I will cite but four of these: Good Housekeeping, Ladies' Home Journal, Woman's Home Companion, Pictorial Review.

Now there are approximately thirteen million families in the section of the country which would comprise the logical market for the fish industry. The combined circulation of the four magazines mentioned in the same territory is between two and three million. It is safe to assume that the majority of the better

class town families would be thoroughly covered.

Now while these magazines would form the basis of the campaign, used alone they could not by any means accomplish the needed results. From their very nature they could not be used to move extraordinary catches of fish at short notice. Alone they would not tie up the campaign with the retail dealer. Here would come the newspapers. Through the newspaper, machinery could be developed for the instantaneous advertising to take care of the gluts.

Let us see how this would work by taking some city in the section shown on the map—Pittsburgh, for instance. There are 588,000 people in Pittsburgh, or, approximately, 140,000 families. There are also 100,000 families in surrounding territory who use Pittsburgh as a trading center—a total of 240,000 families.

The leading morning newspaper has a circulation of 136,000, while the leading evening newspaper has approximately 100,000, a total of 230,000 daily circulation. Allowing for duplications, it is reasonable to assume that a copy of one of these newspapers enters every Englishspeaking home every day.

Now Mrs. Pittsburgh has been educated somewhat by the advertising in women's magazines of the value of fish. She has either written for a recipe book or her fish dealer has supplied her with one.

The contact man whose duty it is to keep his fingers on the pulse of the industry learns that an exceptional catch of weakfish has been received at the port supplying Pittsburgh. The dealers are notified that weakfish is to be advertised in Pittsburgh, say. on Tuesday. They wire their retailers to that effect. They, in turn, wire their orders. The newspapers are instructed to insert the weakfish advertising and to send proofs of the advertisements to the retail members of the association for window display. In this way would the gluts be taken care of and the consumption of fish on days other than Friday be accomplished.

I have endeavored to give you only suggestions of the broad scope of an advertising campaign that would increase the consumption of fish, cut down the unit costs of production and distribution, build up the industry, and make the business profitable for producer, wholesaler and retailer alike. Could this be done through advertising? We are convinced that it could and we have facts upon which to base this con-

clusion in what has been accomplished in the rice, raisin and California fruit industries.

A year or more ago the total per capita consumption of rice in the United States was 2.3 pounds. After about a year's real merchandising effort, including advertising, the per capita consumption in the United States was about 7 pounds, or nearly three times the per capita consumption of the previous year. . . .

I would ask you to remember this: that every time a food product association increases the consumption of its product, it is taking away the ability of the people to maintain their consumption of a product that is not advertised. A human being consumes just about so much food. If he is eating meat he is not eating fish. . . .

Almost no other industry offers the variety of appeals that would get under the skins of the American people. There's the romance of the fishing industry, one of the strongest possible appeals to red-blooded Americans; there is the food value of fish; deliciousness; and the economic appeal.

To do the job thoroughly would require from \$150,000 to \$200,000 a year, or about 1-10 of a cent a pound on 150 or 200 million pounds of fish, an appropriation so small that it would easily be absorbed and more in the lower unit cost because of greater production and distribution. . . .

The industry today stands on the threshold of great possible developments, with a potential market far greater than the actual market, and with every economic condition favorable to market development. There is no reason why the next five years should not witness an expansion beyond the fondest hope of most of us. All that is needed is courage and willingness to co-operate.

The "king" of halibut trips was landed at the Boston fish pier Sept. 12 by schooner Hesperus, Captain Robertson Giffin, who hailed for 90,000 pounds. This is the largest halibut fare that has been landed in many years and as it brought a fairly good price, a big stock and share was in store for Captain Giffin and his crew. The Hesperus was gone to the Banks a little over five weeks, sailing from Gloucester on Aug. 3.

No Man's Land gas and whistling buoy No. 2 has been replaced on its station off Martha's Vineyard.

A Miniature Beam Trawler

Claim Novel Craft Will Solve Economy Problem — The Blanche Ring a Full-Powered "Big Little Ship"

'F the fish trade had only seen the wisdom of. following up with proper marketing methods the boom brought on by the war, we would not find so many skippers today staring vacant-eyed into space as they ponder the problem of holding their own against present marketing conditions. Statistics tell us that it cost something over three cents a pound to catch groundfish. Glance at the daily ex-vessel prices and you begin to wonder where the vessel owners "get off" under present conditions. It simply means that the business of fishing has resolved itself into a battle against costs. Over in England we see a similar situation. Indeed, from that quarter we may recognize a significant sign of the times in the passing of the

expensive steam trawler and the coming into favor of the smaller and more economical oil engine driven craft, introduced by thrifty Dutch and the Danes.

It would not be altogether correct to say that beam trawling, as such, has been a distinct failure, but rather is the laying off of these crafts due to the peculiar condition which affects the steam merchant marine in its

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its

entirety with regard to operating costs. A logical development from the original idea of beam trawling to meet present peculiar conditions would seem to be a vessel of the original beam-trawler design, but on a modified scale.

The originator of this happy thought, Captain Herbert W. Nickerson, Malden, Mass., is now putting his idea into shape in the form of a hull which is rapidly nearing completion at Rockport, Mass., at the hands of that master shipbuilder, D. M. Waddell. Incorporating Captain Nickerson's ideas as gathered through his wide experience in fishing on the Atlantic and Pacific coasts, Mr. Thomas F. McManus, the well-known naval architect of Boston and Scituate, Mass., is responsible for the design.

As mentioned, the layout is based upon the necessity of cutting operating costs. Captain Nickerson is able to show with figures quite convincingly where a week's catch of but 12,000 pounds can be sold with profit at a figure much below the statistical cost of producing by the old methods. His figures take into consideration every phase of operating cost, with wide margins of leeway. The fact that Captain Nickerson is willing to back up his theory to the extent of carrying through a \$20,000 project is significant. Such courage is indeed commendable. It is courage of this kind that contributes in the highest measure for the good of the fishing industry.

The design of the "Blanche Ring"-named for the well-known actress, daughter of James H. Ring, secretary of the Boston Fishing Masters' Association-is shown elsewhere. Its resemblance to the design of the present beam trawler will at once be recognized. It is a "big little" ship with no speed lines, and will be operated with a crew of

> eight men. though there will be accommodations for 14. She will be oil engine driven, with sails as an auxiliary. Her keel was laid July 5 at the Waddell yard and she will doubtless go overboard late in Septem-

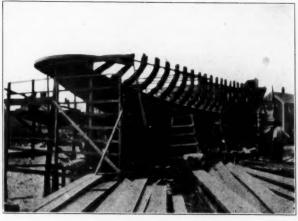
> Conforming with standard practice her underbody is of hard pine with top side planking and frame of white oak. The deck is finished in white pine. Rigging will be



done by the United Sail Loft, Gloucester. Of course, she will carry a Shipmate range. Owing to the characteristics of this type of vessel, extreme economy of space on board was of primary importance when laying out the engine room. Originally a four-cylinder engine of another make was figured on, but a saving of over four feet from the fish hold was obtained by finally selecting a 100 B. H. P. 2-eylinder heavy duty oil engine of the Bolinder's direct reversible type. This engine measures 9 feet 95% inches in length, while the first engine figured on has a length, ineluding the reverse gear, of 14 feet 53/8 inches. Thus a saving of 4 feet 73/4 inches was effected. This saving is of tremendous importance for it

It is expected that this 100 B. H. P. engine with a three-bladed Columbian Bronze propeller, 48" diameter by 42" pitch, will give the Blanche Ring a speed of fully nine knots. The sails will only be used when winds are particularly favor-

means an increased fish carrying capacity of 17,000



SCH. "BLANCRE RING" ON STOCKS

able. As shown on sail plan, the canvas area is of entirely adequate proportions for this purpose.

Due to the fact, however, that the Bolinder engine uses the cheap grades of fuel oil that range



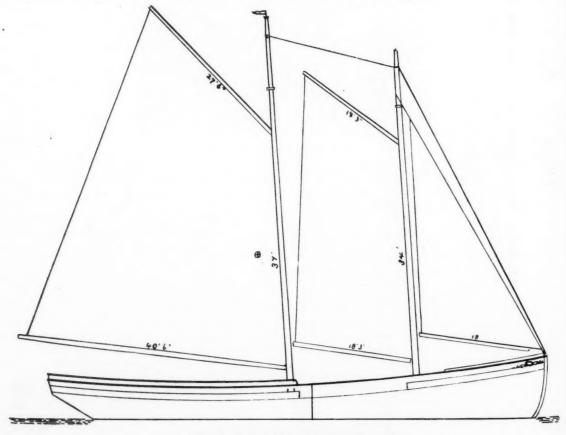
SHOWING FAN-TAIL STERN CONSTRUCTION

in price from 4½ to 8 cents a gallon, and that the fuel consumption will not exceed six gallons an hour at full load, very little use for the sails is anticipated. This, too, will have a bearing of no small consequence on the operating costs. Further-

more, the long life of the Bolinder engine is regarded as more of a certainty than that of the sails. Hence, there will be an inclination on the part of the owners to use the engine almost exclusively in order to cut down on the otherwise rapid depreciation of the canvas. The cost of the vessel complete ready for sea will be about \$20,000. All members of the crew have shares in the vessel, this to insure full co-operation of all hands to obtain success.

Summing up the above, in design the Blanche Ring is different from the usual type of fishing vessels now in use, inasmuch as she is a full ablebodied boat, one that will carry a large catch and still have plenty of freeboard to make the market in hard going. While not intended for high speed she will prove to be an economical fishing vessel operating on crude fuel oils and carrying a small crew. If Captain Nickerson can do with her what he plans to do, it will revolutionize a branch of the fishing industry, and the investors as well as the operators should get fair returns on account of the small operating expenses as compared with the larger and more expensive type under the present conditions.

Captain Nickerson should get all the credit if, as we fully expect, the Blanche Ring proves to be the forerunner of a number of others of her type to be built in the near future.

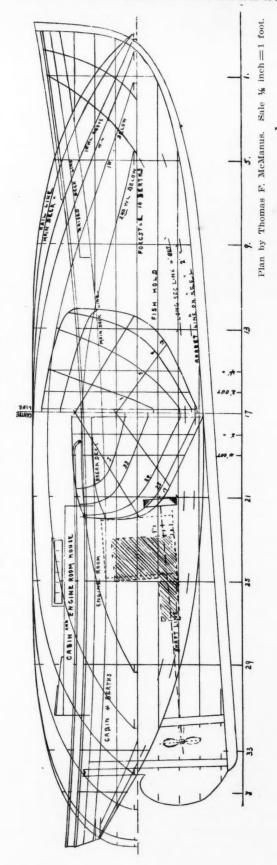


SAIL PLAN OF SCHOONER BLANCHE RING

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Plan of the "Blanche Ring"

A Miniature Beam Trawler with Which It Is Planned to Produce Groundfish at a Cost Much Less Than the Figure of 31-8 Cents a Pound Computed by the Government as the Present Average Cost



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Cost, \$20,000. Cargo capacity, 80,000 pounds. Built for Captain Herbert W. Nickerson, Malden, Mass.	Designer: Thomas F McManus Boston and
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Closing the Gates

By M. H. NICKERSON

ISHERY intercourse between the United States and Canada never did run smooth since the King George III convention was signed in 1818. That agreement, which was penned in a dictatorial tone on the part of Great Britain, excluded American fish boats from provincial harbors, except in distress or short of provisions. Even then, only enough food and water was allowed for the passage home.

The treaty, while its wording dealt solely with fishing privileges, was in reality intended to protect the furriers on the thickly wooded shoreline. Little did the Lords of the Plantation care who caught haddock in the offing, or dried cod on the rock-bound beaches, so long as the men from the Salem pinkies did not land and set traps for fox and mink in the majestic forest. For this reason the Magdalens and some barren reaches on the Newfoundland coast were left outside the pale. No pilfering of peltry could take place there.

That law, like all edicts human and divine, was often broken; and if a Provincetown skipper put over a line within three miles of the strand, he was guilty of peaching; and if caught, his craft was a lawful prize. . . . It was the same if one of his men bought a pair of nippers from anybody on shore, as such articles were not on the list of distress. There was continual friction: in more

than one instance an actual fusilade.

A few years truce, first under a reciprocity pact and again under the Washington treaty, suspended the wrangle for a while, but the lines were drawn tighter than ever when Sir John A. Macdonald inaugurated his national policy. The fishery narrative thereafter had many a thrilling episode, which it is not proposed to rehearse; but in order to get our present bearings accurately, as we go on, it will be necessary to take our departure from the birthday of the modus vivendi, so-called, a peace that was patched up at a convention in Washington, April, 1888, between the two countries, represented on the Canadian side by Hon. Joseph Chamberlain, then colonial secretary, and the late Sir Charles Tupper. The draft treaty they arranged, was never ratified; but the interim agreement, named above, ran its course till 1917, being voted yearly by the Canadian parliament. Its provisions are well known, and need no explanation. Only American boats moved by sail, and paying a heavy license fee yearly, were admitted to port privileges and the trans-shipping of fares. Auxiliary and motor craft were excluded. The bait sold by provincial net and trapmen formed a good item in the domestic calling. and the profit would have been great on that side, too, had no penalties been exacted and no distinction made. The new Pacific city, Prince Rupert, now the great fish emporium, fared better, insofar

as Ottawa let the Seattle fleet resort there to land fares and buy outfits. It was a big pay deal, and I begged and pleaded for the same freedom in a legitimate trade on our Atlantic seaboard, right up till one month of the date when the International Conference convened, but our rulers were

That conference, which did not take Nova Scotia evidence at all, flung the doors wide and gave both sides a free pass. It was never known what sanction was behind that bold act; but it was regarded as a war measure and not to be questioned. By American customs laws then fish were not dutiable. For the rest, it was go as you please. Nova Scotia schooners could come in on the same footing as domestic tonnage. The threemile limit was winked at. The food boards of both countries were hand in glove with the big dealers to hurry off the enormous exports for which several governments were voting credits, in the most brotherly manner, or using the borrowed cash to pay the bills of the Anglo-American Fish Company, which I have reason to believe was a mythical concern with a good grip on ministerial buttonholes. Boston beam trawlers were sent down to the Cape Shore to push the business at Digby and Canso, because native craft could not meet the demand. When we contrast those piping times of war with this penurious epoch of peace, and the breach widening in commercial matters between the contiguous countries, we are apt to surmise there has been a lack of good management on both sides.

Be that as it may, the conference left, as the fruit of its labors, a document in the form of a treaty recommendation which was fated never to crystallize into a hard-and-fast act of Congress and Parliament. It was, in fact, a diplomatic abortion, and that in itself argues unskilful tendance on a live issue. But from the outset, the Canadian modus vivendi had lapsed in default of the annual vote, and for three years matters were

allowed to drift.

It required no second sight to perceive that a commercial rupture in this kind would soon or late occur. Canadian schooners used the Boston fish pier as base (some of them, including the beam trawlers), but time was wasted and the home firms lost the outfitting. On the other hand, the New England fleet took on Shelburne-built dories, and sold to the great business houses in Halifax, with none to say: "Why do ye so?" All that was good enough while it lasted. It should have been clinched by a solemn compact between the principals. For the said three years the neighbors under two flags came and went, without let or hindrance, yet without the recorded will of the

(Continued on Page 19)

Who's Who Among the Skippers

By Captain Charlton L. Smith.

Does He Know Fishing Schooners? Ask Lunenburg

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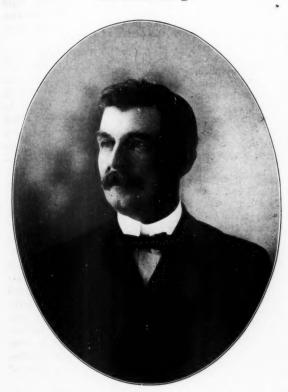
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CAPTAIN CHARLES H. HARTY

A PLEASANT voice answered the call from the Master Mariners' Society, saying over the wire: "Come right along; you'll find the house in Kent Circle just over the bridge. I'll be sitting on the piazza; you can't lose your way."

Fifteen minutes later found the writer seated beside the genial skipper, than whom few men of the sea are more famous in Gloucester town.

A large, strong, comfortable man he is, of generous width—or "beam," as he would put it—who, if it were not for his graying mustache and hair, would pass for 50. Yet he is 70 years of age. He was born in Gloucester in 1851.

"Yes," mused the kind, but firm looking old mariner, "yes, you're right; they gave me some fine craft, 17 all told, with quite a few of 'em right off the stocks. The Horace Albert, Richard K. Fox, I. J. Merritt, Jr., Fredonia, Golden Rod, Esperanto, Clintonia, Grayling, Stilletto and Mary E. Harty—named for my wife—were new when I took command. Some of the others were the Winnifred King, Gussie 'Blaisdell, John D. Long, Margaret Haskins, Oriole, Constellation and Mystery.'

Captain Harty sailed the speedy I. J. Merritt, Jr., in the first fishermen's race held in this country. It took place on a Fast Day in the middle 80's with the Merritt taking second place in a fieet of five.

One year in J. Malcolm Forbes' Fredonia, used then as a yacht, during which time he took her across the ocean, varied the skipper's routine. The beautiful schooner also defeated the crack pilot boat Hesper in a match for \$3,000 at this period of her career. She entered the fishing industry with the doughty skipper still on her, and she was for a long time the queen of the fleet.

Of all the kindly old sea-dog's achievements and recollections he seemed most pleased with two things: The fact that he never lost a man, never had collisions or serious accidents, and something else which is this: That Marty Welch, whom he picked for the Gloucester owners to sail against the Canadians, wears the same size of hat that was his wont before he became a national hero at the wheel of the victorious Esperanto.

DEEP SEA FISHERIES, INC., SUCCEEDS EAST COAST FISHERIES

New Organization Starts with Clean Slate—To Begin Operations at Once

RECEIVERSHIP of the East Coast Fisheries Company and the East Coast Fisheries Products Company has ceased, and the affairs of the two corporations have been turned over to a new organization known as the Deep Sea Fisheries, Inc., with headquarters at Rockland, Me.

It was stated that the Taylor interests have been entirely eliminated. The new corporation is formed on the basis of 450,000 shares, with no stated par value, of which 250,000 shares will be issued in connection with the reorganization.

President George Bullock states that the corporation proposes to make improvements to the plant and have it in readiness for operation as early as possible. The cold storage facilities will be increased and the outfit for preparing chilled fish will be perfected. It is probable that sardines will be packed this fall, and one or two trawlers will be put in operation.

According to the Rockland Courier-Gazette, "disconsolate seagulls, voicing their lament over the present desolate conditions on the Rockland waterfront, will soon be on the wing, finding their meal ticket in the resumption of the fish industry."

Waterproofing and Mildewproofing Cotton Duck

THE deterioration of cotton duck is due to a number of causes, the chief one being mildew, which usually appears when the canvas remains damp for several days in warm weather. Mildew is readily recognized by the appearance on the canvas of white, black, yellow, pink or green spots, varying in size from that of a pinhead to that of a fivecent piece. Canvas may be injured also by bacterial action, which produces no marked change in the color, but weakens the entire fabric. In addition, canvas may be weakened by the chemical action of materials in it or by the action of air and moisture alone under the influence

White untreated cotton duck mildews very quickly under certain conditions, such as warmth, absence of light, and a moist atmosphere. Canvas which is folded and stored wet or even slightly damp usually is more or less mildewed when taken out, especially if it has been put in a rather warm, dark place. Such canvas is much weakened and leaks in the mildewed places, so that if not totally useless when first taken out it soon becomes so in service and must be replaced.

Canvas which has become wet or even damp should be dried as soon as possible by being spread out over spars or hung over a wooden fence, preferably in the sunshine, until it is thoroughly dry. No canvar, bags, etc., should be folded or stored while damp. Folding of heavy canvas, especially if it has been stiffened by a waterproofing treatment or by being wet or frozen, may weaken or crack the fabric, causing it to leak. For this reason heavy canvas should be hung over a pole rather than folded.

Cotton duck, or canvas, which has been given no special treatment sheds water to some extent as long as it does not mildew, especially if it is closely woven and shows but few pinholes when held up to the light. Except in the case of new and unbleached fabrics, where the natural oils and waxy substances of raw cotton fibre as well as oils applied to the yarn during spinning and weaving are still present, cotton fabrics have high water absorption.

In general, it may be said that the danger from mildew increases with the tendency of the canvas to become wet, unless some substance which is decidedly poisonous to mildew is present. Where the wet canvas remains exposed to the light and air so that it can dry in a reasonably short time, there is little necessity for treatment to prevent mildew. In humid climates or seasons, or under conditions of service where the canvas remains wet or moist for several days at a time, however, treatments which will decrease the rate of water absorption, at the same time decreasing the susceptibility to mildew, should be applied.

White untreated canvas remains serviceable for from one to five years, or occasionally longer, depending upon its quality, the conditions under which it is used, and the care taken to keep it from mildewing. Canvas dyed a khaki color with mineral dyes lasts longer than white untreated canvas under the same conditions. Since it is sometimes difficult to obtain khaki-colored canvas and not always possible to exercise proper and timely care of canvas articles, treatments which will increase the serviceability of white duck are desirable. Proper treatments increase the usefulness and more than double the period of serviceability of white canvas.

The most common of the several existing types of waterproofing processes are: (1) Those in which the water resistance is due to insoluble metallic soaps or other insoluble metallic compounds, as, for example, aluminum soap, acetate of aluminum, mineral khaki, and cuprammonium treatments; (2) those depending upon the use of paraffin or mixed waxes; (3) those depending upon the use of bituminous materials, such as asphaltum or tar; (4) those depending upon the use of linseed oil or other drying oils; (5) those where combinations of the processes of types 1, 2, 3 and 4 are used.

Mildew resistance can be secured best in home treatments by the application of materials which are effective waterproofing agents but contain no food for the mildew organisms, or by the incorporation in the waterproofing materials of fungicides which retard decidedly the development of mildew growth. Some waterproofing treatments, particularly those in which raw drying oils or semi-drying oils, such as linseed and cottonseed, are used, should be avoided, as they cause a deteriora-

tion in the strength of the fabric and also render the treated canvas liable to spontaneous combustion. It is advisable also to avoid treatments with hard paraffin wax, as they give canvas undesirable physical properties which seem to make it more, rather than less, susceptible to the action of mildew.

(To Be Continued)

A New Way to Fool Fish

A cod jigger painted over with Radiolite paint is the newest development to attract fish to the hook. Frank Lothrop of Gloucester is responsible for the idea and several



captains are experimenting on his invention. Mr. Lothrop figures the brighter the jigger—day or night—the bigger the catch. Sounds reasonable. See Mr. Lothrop and try cut one yourself.

Races Given Severe Blow

Decision of Race Cup Trustees Criticised—Five New Entries in American Trials—To Be Sailed Off Gloucester October 13

NEWS that the Mayflower was barred by the Trustees of the International Trophy, at Halifax, was received in New England with something more than disappointment. For the Mayflower, a purely New England product, was beginning to find a warm place in the hearts of the Yankees—even among those who were skeptical of her at the beginning as a practical fisherman.

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It seems, too, somewhat of a reflection on the judgment of Boston and Gloucester skippers, the majority of whom have come out strongly in favor of the type. A decision which flatly contradicts the judgment of such men as Captain Peeples, Marty Welch, Captain Harty, Mayor Wheeler, Arthur Storey, Everett James, Tom Benham, Arthur Millett, together with such skippers as Matheson, Christensen, Shea, Hogan, and so on, is distinctly galling to New Englanders.

Altogether the stand taken by the Canadian Committee has dampened in no small measure the interest in the races among the people of the United States.

The reasons ascribed for the disbarring of the Mayflower were, in effect, as follows: That in the opinion of the trustees "if a vessel of the extreme type of the Mayflower were allowed to compete," not only would the intentions of the donors of the cup be nullified, but that in the event of the Mayflower winning, "no practical fisherman would build a vessel to compete with her, because to do so the type would have to be even more extreme in design," which eventually would mean the end of international racing for all time.

The Mayflower Associates have vigorously protested the decision and have asked for a reconsideration, but to no avail. J. Henry Hunt, chairman of the Associates, left for Halifax to confer with the trustees in a final effort. In the event that Mr. Hunt is unsuccessful in his last appeal for reconsideration, he plans to go to Shelburne in an effort to arrange a special race between the Canadia and the Mayflower. The Canadia is incligible to compete in the International Races because of her excessive waterline length.

Meanwhile the American Committee has been accepting entries of qualified vessels, and has announced that the lists will be open until the day of the American elimination races, October 12. The races will be sailed off Gloucester. A provision has been made that makes it unnecessary for auxiliary powered vessels to remove their engines in order to compete. If propeller shaft is removed and the engine sealed, she will be allowed to race.

So far five schooners have entered: Elsie II., Ellen T. Marshall, Ralph Brown, Hazel R. Hines and the Josephine DeCosta. The DeCosta is the only Boston entry, and recent reports say that she may be withdrawn.

The Boston Traveler has put up a cup for the winner of the American races. The Mayflower will not be allowed to participate in the American races even as an ineligible outsider.

A "drive" is taking place in Gloucester for the purpose of raising money for prizes for the elimination races and to defray the expense of putting the selected American defender in shape to race. It is planned to put up cash prizes of \$500 for the winner, \$300 for second place and \$200 for third.

The Canadian elimination races begin Oct. 15, and will be sailed off Halifax. The international cup event is scheduled for Oct. 22 over the same course.

Following is a table of specifications covering those vessels that have filed entry to date for the American elimination races:

Gross	Net	Lgth. I	Brdth.	Depth	Built Year
Elsie II137	98	106.5	25	11.5	Essex 1910
Ellen T. Marshall124	75	104.9	23.1	11.2	Essex 1919
Ralph Brown118	78	96.4	23.3	11.6	Essex 1914
Hazel R. Hines121		101			Essex 1904
Josephine DeCosta.114	84	96.5	24	11.4	Essex 1910

Wise Fishermen Use

Gloucester Copper Paint

Because it <u>Preserves</u> the bottom of wooden vessels from worms, barnacles and marine growths

HENDERSON & JOHNSON CO., Inc.

Gloucester, Mass.

ATLANTIC FISHERMAN

100 BOYLSTON ST., BOSTON, MASS.

PUBLISHED MONTHLY

A journal of news, technical, and general information for those in the fishing industry, or for those in trades kindred therewith.

DAVID O.	CAMPBELL	Pres.	and Treas.
FRANK AI	RNOLD		Manager
E. BLAINE	REICHERT	Advertisin	g Manager

ARTHUR W. BRAYLEY..... Editor

		SI	JBS	SCRIPT	IONS			
United States	one	year	in	advane	e		 	 \$1.0
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Foreign.	4.6	64	44	. 64			 	 2.0

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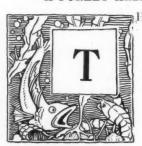
Changes of advertising copy must be at our office by the 20th of the month to effect the issue following. Technical matter and news notes pertaining to the fishing industry are solicited.

Vol. II.

SEPTEMBER, 1921

No. 2

A PURELY ARBITRARY DECISION



HE following statement was given out by the Trustees of the Fishermen's Race Trophy at Halifax in response to a request for specific reasons why the Mayflower was barred from participation in the International Races: "In considering the entry of the Mayflower for the In-

ternational race, it was the opinion of the trustees that if a vessel of the extreme type of the Mayflower was allowed to compete, the intentions of the donors of the cup would be nullified and all competition killed for present and future races.

"We think everybody will agree that in event of the Mayflower racing and winning the cup this year, no practical fisherman would build a vessel to compete with her next year, because to do so the type would have to be even more extreme in design and thus be still further away from a practical fishing proposition, which would mean the end of international racing for all time.

"In addition to this, the Mayflower did not conform with the letter of the deed of gift in regard to the date of sailing for the fishing grounds, although we did not consider this point so important as the former."

Consideration of this statement leads directly to the conviction that the Mayflower has been the victim of a purely arbitrary decision. It is impossible to see the matter in any other light.

We would not think of making so serious a charge if the facts in the case would permit us to do otherwise

Mind you, in the above statement there is not one word against the Mayflower herself—save secondary mention of a technical breach of the terms of the deed of gift which has to do with the Mayflower's late departure for the Banks.

Without a single material reason to advance, it was obviously necessary for the Trustees to cast around in an endeavor to find their point in the "spirit" of the deed of gift. Even here they were evidently stumped, for to take action against the Mayflower on the point of "motive", would create a backfire which would react against the Bluenose.

Reduced to further extremity, their only possible criticism of the Mayflower had to be found in her design. But here again nothing material could be advanced against her.

In the end the chief reason for barring the Mayflower was founded on nothing more substantial than flimsy assumption. The basis of the assumption is that "if" the Mayflower won the race, she would have no competition another year, for no one could build a "practical fishing proposition" which could beat her without building along lines still "more extreme". Hence, it is argued, the races would die from lack of contenders.

But the Mayflower has proved unmistakably that, despite her "extreme design," she is a practical fishing vessel.

Since one of the announced purposes of the donor of the cup was to improve the type of fishing vessel in use in the deep sea fisheries, it seems a pity that the Mayflower must suffer for having made such a gigantic step in the evolvement of a better type.

As R. E. Stone puts it: "If it is evident that design is good for speed and safety, how much more so is the combination of design, thickness of timber and excellence of rigging? This type of vessel (Mayflower) is a distinct advance in schooners built for fishing or any other commercial use. Under the most trying conditions the Mayflower has carried full sail when others were reefed. Under these circumstances, are we to feel that improvements in the lines of vessels are to be criticised rather than applauded? If unprogressive methods are to prevail, why not reconstruct the Columbus caravels and have a race?"

A NEW ERA IN THE OFFING

If you have not read the "talk" delivered before the United States Fisheries Association on the subject of co-operative advertising for the fish industry, turn to page 3 and do so. The carrying out of such a plan means big things—tremendous things—for the good of the industry and for every individual in it. You will now realize why we have been pounding away so persistently on this subject for the last seven months.

LOBSTER NOTES

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URING the current month lobster stocks have moved quite briskly, but prices have remained on the lower levels. The summer hotels and seaside resorts closed three weeks ago, and since then the supply has been steadier and of larger volume than in August. Connecticut and Massachusetts have had a second run of lobsters this season, and the takes have been noted for harder shell and firmer meat than the preceding school, as the moulting in these waters occurs somewhat earlier than in Maine and New Brunswick.

On the Maine coast, between Southwest Harbor and Eastport, the season opened the first of September with fair doings; and in Charlotte County, N. B., including Grand Manan, fishing will begin Nov. 15, continuing more than six months. By a new regulation, part of Digby County, on the opposite side of the Bay of Fundy, will start in lobstering the first week in January, and from all those sources there is not likely to be any shortage during the winter.

Dealers and canners on the gulf shore of New Brunswick this fall made an attempt on a large scale to ship live lobsters thence to Boston, partly by all-rail and partly by watercarriage from St. Andrew's, to which place lots were sent overland by rail. The enterprise was by no means successful. It is too long for the stock to keep in good condition.

The south shore of Nova Scotia is restricted to three months' fishing—March, April and May—but the short season does not suit many of the settlements, and discontent is rife in West Halifax County, where the fishermen demand two months' open season in the fall. Line and net fishing have been poor in that section, and the people, it is said, will face destitution before spring unless allowed to earn something by lobstering.

Emil Paturel's new lobster factory, which was built at Point du Chene this summer, is now in full operation. A large staff of women and men is employed.

HOLDS LAW UNCONSTITUTIONAL

HE recently enacted law prohibiting employees of the United States from taking lobsters from Maine waters, is held to be unconstitutional by the attorney-general of the state of Maine, Ransford W. Shaw. Attorney-General Shaw, after conference with David O. Rodick of Bar Harbor, representing the lightkeepers and fourth class postmasters. became so thoroughly convinced that the courts would declare this law unconstitutional upon presentation of mandamus that he advised Director Crie of the Sea and Shore Fisheries Commission that that part of Section 18, discriminating against employees of the United States, was to be disregarded in the future and that upon application licenses for lobster fishing were to be issued to all that class of people.

PERSONAL

Mr. and Mrs. Powell, East Boston, have gone to Rockland, Me., to superintend their lobster business there and attend to the stocking of their lobster pound at South Bristol in that state. They manage, respectively, the Boston Lobster Co. and the Parnell Lobster Co., the head office and chief dispatching station of which is on Meridian street bridge, Chelsea.

According to the St. John's (Nfld.) Trade Review, the demand in the United States is improved somewhat, so that St. John's purchasers are offering \$18.50 per case of 48 one-pound tins for good No. 1 pack. The Newfoundland Fishery Report, now being published, says that the catch of last year (1920) was 14,498½ cases, as against 11,023½ cases the previous year. This year's catch is not likely to reach 10,000 cases.

Heavy shipments of canned lobsters are passing through St. John, N. B., by express for the Boston market. Among the shipments have been five tons by E. Paturel of Shediac

The lobster fishing season for Westmoreland and Kent Counties, N. B., opened in August, and fishermen report good catches for the opening of the season.

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NO FALL FISHING

FTER many weeks of discussion among those concerned, the Minister of Marine and Fisheries of Canada stated definitely that there will be no open season for lobster fishing this fall in Western Nova Scotia. Interest in the measure had assumed such magnitude that the department at Ottawa ordered an investigation of conditions to obtain as far as possible a consensus of opinion from the fishermen all along the coast.

To that end Chief Fishery Inspector Ward Fisher of Halifax spent several days in Western Nova Scotia holding meetings of fishermen in many localities. According to his report the majority of fishermen were in favor of the present law.

Up to the time of this canvass it was the impression of those well informed in the matter that an overwhelming majority of the fishermen were desirous—many of them actually anxious—that the additional open season be granted them.

In fact, from many quarters has come the prediction that large numbers of fishermen and their families face a state of utter destitution throughout the coming winter months.

The disappointment was especially bitter to those who had anticipated fall fishing, and had put in much time fitting out, building new and repairing old gear for the fall fisheries. Others had hauled their large motor fish boats out for a painting and equipping for the heavy fall fishing—all for naught.

It is said that "if fishermen are not allowed to do as they have been doing all their lives—namely, fish for lobsters in the early winter months—there is going to be much hardship and suffering," in which case "the government will have to provide relief".

FINED FOR HAVING SHORTS

Heavy penalties were imposed upon two violators of the fish naws of Massachusetts by Judge York of the Gloucester district court, the fines totalling \$193. The defendants were Fred W. Riley and Herman T. Marchant, who were charged with having short lobsters in their possession.

O'HARA BROTHERS COMPANY

BOUNDER'S

What the Bolinder Engine does for us it will do for you!

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O'HARA BROTHERS CO., Inc.

22 Fish Pier, Boston, Mass.

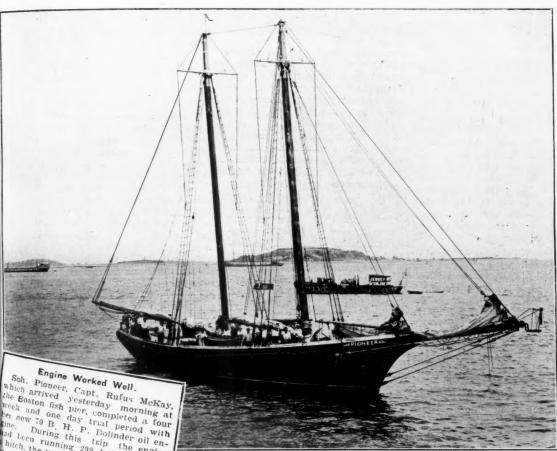
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Fresh, Frozen and Smoked Fish

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MARINE ENGINES

5 to 500 B. H. P.-1-2-4 Cylinders. Remember the First Cost Is Practically the Last



Engine Worked Well.

Soh. Pioneer. Capt. Rufus McKay.
Which arrived Vesterday morning at
the Boston fish pier, completed a four
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thich, the vessest maintaining a speed
at. After a 226 hours run, 50 galreconsumption of crude Standard Oil
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DIRECT REVERSIBLE

MODEL E (One Cylinder) 5, 10, 15, 20, 25, 32, 40 MODEL NE (One Cylinder) 20, 25, 30, 40, 50 MODEL E I (Two Cyl.) 16, 20, 30, 40, 50, 70, 100 MODEL NE I (Two Cyl.) 40, 50, 60, 80, 100, 135, 175 MODEL NE II (Four Cylinders) 270, 350, 500

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Aux. Schr. "PIONEER." 83 Gross, 53 Net Tons. 70 B. H. P. Speed 71.2-8 Knots

Owners:

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THE FOLLOWING TYPES AND SIZES NOW FROM STOCK: -

- B. H. P. -



WORKING REVERSIBLE PROPELLER

MODEL G (One Cylinder) 8, 12, 15, 20, 25, 32, 40
MODEL NG (One Cylinder) 20, 25, 30, 40, 50
MODEL G I (Two Cylinders) 16, 20, 30, 40, 50, 70

COMPANY

53 State St., Boston, Mass.

Newfoundland and the Provinces

DESTRUCTIVE PRACTICE

O much loss and trouble has happened in the past few years on account of the practice of attempting to convert shore-caught fish into soft Labrador, that one would think it should not be necessary to warn the fishermen and planters any more against this destructive practice, which has been the principal factor in getting a bad reputation for ish in the foreign markets. Some few may have gained temporarily by the practice, but most have lost.

Experience goes to show that you can never make Labrador soft fish out of shore-caught fish. No matter what care one takes, this fish does not stand the test of marketing, especially delayed marketing, and turns dark before it reaches the final market of consumption. Fishermen who attempt to cure their shoreeaught fish in this way the coming season will, we warn them, find it extremely difficult to make sales. Exporters have suffered too much financial loss in the past few years to take any more risks in marketing this fish. Fat, thick fish that are caught all along the coast of Newfoundland can never be made into soft Labrador to match the genuine Labrador.

Even the fish caught in the Straits of Belie Isle are not naturally adapted for soft-cured Labrador, and it is to be hoped that all the fish caught on the French shore and in the Straits of Belle Isle will be made into light salted shore cure instead of into soft Labrador.—St. John's Trade Review.

Some fifteen years ago, a New York corporation was granted large privileges and franchises by the Newfoundland legislature for conducting an immense fish business in that colony, of which Sir Robert Bond was then premier. It was an open secret that Sir Robert sided with that syndicate, and that accounts for his determined efforts to drive the Gloucester herring fleet clear of the coast by such drastic measures as "the bait act" and the "alien vessel act". The embargo so enraged the Newfoundland fishermen that when

the next election rolled round and

the premier, on a canvassing tour, landed at Bonne Bay, a boat's crew pushed him from the wharf into the dock. The penalty for the act was thirty days in jail.

Captain M. J. McCash of Gloucester, who introduced gill-netting there and made it a success, believes that that kind of fishing would be well adapted to some parts of the Nova Scotia coast. A leading fish firm in Lockeport gave it a trial some years ago, but gave it up too soon. Captain McCash thinks it was not a fair test, and that he could show them how to make it pay.

The fall migration of mackerel southward is now on along the Atlantic coast of Nova Scotia, and netters are making more than the usual preparations to meet the advance schools.

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Newfoundland is very properly concerned about the impending Fordney fish tariff. Sir R. A. Squires, the premier, has made a pilgrimage to Washington and had a long talk with Secretary Hoover on that sericus subject. The former had figures to show that Newfoundland shipped only \$2,000,000 worth of fish to the United States annually, while importing from this country \$20,000,000 of manufactures for the same period. Hence, it would be a mistake, tending to curtail those imports, if the United States put a prohibitive duty on fish and fish oil. It is rumored the administration was greatly impressed with this able presentation of the case.

American and British Columbia salmon canners are feeling the result of Japanese competition. The low cost of production in Japan enables that country to lead in the European markets.

The approaching federal elections in Canada are now engrossing attention there to the exclusion of some fishery matters that would otherwise have immediate consideration. Of international questions, fishing rights and privileges, as between that country and the United States, will probably take precedence of all others as soon as the campaign is over.

CANADA'S FISH CATCH FOR 1920

ANADA'S fish catch for 1920 was valued at \$49,321,217, a decrease from the previous year of \$7,387,262, according to a preliminary report issued by the Dominion Bureau of Statistics and the Department of Fisheries. The chief commercial fish in order of value were: Salmon\$15,595,970 Lobsters 7,152,439 Cod 6,270,171 Halibut 4,535,188 Herring 3,337,738 Whitefish 1,992,107 Haddock 1,522,680 Mackerel 1,126,703 Trout Sardines 860.268 Smelts 789,361 Pickerel 682,277 Pilchards 540,265

There was represented in the primary operations of catching and landing the fish in the year capital to the extent of \$29,663,359, being made up in vessels, boats, nets, traps, etc.

The cod catch of 1,982,706 cwt. was disposed of as follows: Used fresh, 118,755 cwt.; green salted, 167,840 cwt.; smoked fillets, 38,055 cwt.; dried, 444,776 cwt.; boneless, 25,547 cwt.; canned, 3,481 cases; cod roe, 40 cwt.; cod liver oil, 11,040 gallons.

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Mr. A. H. Brittain, former president of the Canadian Fisheries Association, is reported to have said for publication, when talking of the emergency fish tariff: "This is an important matter for the Boston and Gloucester interests employing sailing vessels in the fisheries, as they rely largely on our maritime ports for crews and bait." That was the case in the days of old, but conditions are entirely different now. Cold storage now provides an ample supply of bait, when the traps and nets go short. Steam trawlers and swordfishers do not need to bait up. Setliners, some of which carry nets for drifting, are equipped with motor power, which makes the trips comparatively short. Nova Scotia crews to a large extent are already here. Almost 3,000 of them are on the muster roll of the Fishermen's Union, 202 Atlantic avenue, Boston.

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GARDNER POOLE RE-ELECTED

A T the annual convention of the United States
Fisheries Association, held at Atlantic City.
N. J., Sept. 16 and 17, Gardner Poole of
Boston was re-elected president of the association

This year's convention was one of the most largely attended and the most enthusiastic in the history of the organization. Great progress was made along constructive lines, especially in the matter of plans for co-operative advertising and a national fisheries exposition, the latter to be held in connection with next year's convention. Both these measures have been agitated for some months by the ATLANTIC FISHERMAN.

SPECIAL OFFER TO RACING SCHOONERS

A communication received from Richard T. Green Company, Chelsea, Mass., offers to grant a 10 per cent. reduction on all marine service for schooners entered in the American elimination race. The reduction will be figured from prevailing rates at time work is done. Their sole motive in volunteering this marine service is the furtherance of interest in American fishermen and the ports of Gloucester and Boston.

MARKET FOR CANNED SQUID

A report from the American consul at Naples, Italy, states that the octupus is highly prized for food by the local population of Italy, and the suggestion is made that surplus supplies of squid might find a market in that country.

In Italian and Spanish restaurants in New York, and doubtless other cities, canned squid is a favorite dish.

"BROWNIE"

Maitre Cord—Cork and Lead Lines

By People Who Know How

BUY DIRECT From Factory

BROWNELL & COMPANY, Moodus, Conn.

Best by Test

"TANGLEFIN"

Gill Netting

MANUFACTURED FROM

Linen, Cotton, and Genuine Sea Island Cotton Twines

NATIONAL NET AND TWINE CO.

EAST HADDAM, CONN.

Since 1844

"Factory to Fisherman, One Price to All"

Headquarters for

GOLD MEDAL COTTON NETTING

and A. N. & T. CO.'S

LINEN GILL NETTING

BURNHAM'S COD LINES

EVERYTHING FOR FISHERMEN

Pounds, Seines, Traps, and all other appliances fitted complete in any style required.



LINEN
THREAD
COMPANY

NEW YORK BOSTON GLOUCESTER BALTIMORE CHICAGO and

SAN FRANCISCO

SUPPLIES for the FISHERMAN

BOSTON

SUPPLIES for the BOAT-BUILDER



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IMMEDIATE DELIVERY

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Railways, Repairs, Construction

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Water Front Warehouses EASTERN SALT CO. 247 State Street, Boston

JACKSON CALDWELL CO.

Home Furnishers for Three Generations

Bunk Mattresses and Springs Cabin Furniture: Boat Furniture Linoleums

161 Meridian St., E. Boston, Mass. Quick Service

Established 1844

Largest and Most Complete Stock of

Marine Hardware

New England

Mail Orders Filled Promptly

A. S. Morss Co. 132 Federal St., Boston, Mass.

Roebling's Galvanized Rigging

To Meet the Most **Rigid Specifications**

Durable Wire Rope Co. Agents 95 Pearl Street, Boston

We have been appointed

NEW ENGLAND AGENTS

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SAIL DUCK

FOR FISHING BOAT

HOWE-BAINBRIDGE CO. 220 Commercial St., Boston, Mass.

SHIP BALLAST MOORING CHAINS

METALS PIG IRON

Eight Yards

Perry, Buxton, Doane Co. 214 W. First St., So. Boston, Mass.

GEORGE C. FITZPATRICK **BOSTON FSIH PIER**



DOES YOUR BOAT LEAK?

Send for Booklets—"HOW TO MAKE YOUR BOAT LEAKPROOF," and "MARINE GLUE—WHAT TO USE AND HOW TO USE IT." Any old boat so long as the frames are in fair condition can be made water tight by following the instructions in the above booklets. This applies to anything that floats from a dory to a schooner. Put your leak troubles up to us. We will help you to stop them.

JEFFERY'S MARINE GLUE VARIOUS GRADES

For sale by all Ship Chandlers, Fisherman's Supply Houses, Paint, Oil and Marine Hardware Stores.

L. W. FERDINAND & COMPANY, 152 KNEELAND STREET, BOSTON, MASS., U. S. A.

GRIMSBY FISHERMEN STONED IN GERMAN PORT

THE recent unfortunate demonstration by Grimsby fishermen against the appearance of a German steam trawler in the Humber port, when fish was thrown into the dock and the crew driven into the shelter of the ship's cabin before the vessel was towed away to safety, had its counterpart in a German port at the beginning of . the present week when the Grimsby trawler Keelby was attacked by Germans in Geestemunde harbor. Unfortunately the sequel was more serious in the case of the Keelby than when the German vessel visited Grimsby. She put into the German port in a leaky condition, and when, after being attacked, her pilot left her and the Grimsby fishermen had to put to sea again, their vessel sank seven miles to the southward of Heligoland. Eight hours' rowing brought the crew to the shelter of the island, whence Skipper Martin Fielding wired the brief facts to his employers.

The owners state that their managing director had signed on for this voyage, which was intended to be of mutual advantage to the Germans and the British trade, and that Geestemunde was chosen because reports showed the traders there as being willing to help in the recovery of trade. All the crew were picked men, well disciplined, and not likely to provoke ill-feeling or cause trouble.

The owners presented their case as far as they could to the Foreign Office in the hope that some action would be taken and further information obtained.—Fish Trades Gazette (England).

"SHRIMP DANCE" NOW BUT A MEMORY

DUE to the inroads of modern machinery, the "shrimp dance," one of the picturesque bits of routine that for years has marked the work on the shrimp-drying platforms along the Louisiana south coast, this year goes into the lumber-room of memories, to join other quaint customs of bygone years. Machinery hereafter will "chuck" the sun-dried shrimps.

To the tourists who have ventured down into the wilderness of low lying marshes, where the shrimp platforms gather in the cargoes of the trawlers, the "shrimp dance" has ever been a colorful memory.

Boiled in salt water in great copper vats, dried in the sunshine to rubbery resiliency, the shrimp have been swept up into huge circles in the past years. Then, while guitar or banjo or accordeon wailed and plunked a dancing strain in a weird minor key, husky platform workers, hands on hips, have shuffled soufflingly over the circular piles of shrimp. Beneath their tread the brittle shells crackled into fragments.

Following the dance the pinkish shrimp meat was shoveled through great screens, the brittle shell fragments falling through, while the piles of dried flesh were packed in barrels.

The shrimp industry in Louisiana has grown to greater proportions than is generally known. During the season of 1920, 20,716 persons were supported by the industry, more than one million dollars were invested in shrimp fleets, and the catch was listed by government officials at 28-950,000 pounds.—Miami Metropolis.

CLOSING THE GATES

(Continued from Page 8)

people; in short, only by a word-of-mouth makeshift which was at the mercy of the first capriious whim on either side. And that whim, if such it is, has already taken effect.

On July 15th notice was given that Canadian boats could no longer come direct from the Banks and unload in American ports. I do not regard this as an unmixed misfortune for the provincials. They have markets in the interior of their own vast domain, and I am daily urging that an expeditious traffic highway from the seaboard to the consuming centers be opened up, by water from Yarmouth to Portland, thence by Grand Trunk to Montreal, and by the live distributing avenues to all accessible points. The fish duty on fresh, frozen and chilled hits the Maritimes a hard blow, unless we rely on our own resourcefulness to place our marine products where they will pay a reasonable profit. I am told by those who help run the taxing machine in the United States that the new fish tariff is not aimed at Canadians, but at Japanese who are flooding the Pacific coast with cargoes of cod, halibut and salmon. I am apt to believe it. Moreover, I believe the big herring syndicate in Alaska is largely responsible for the heavy tax-actually prohibitive-on that class of foreign fishstuffs. This last impost is vigorously protested by the New York dealers in that commodity as it would tell disastrously against the East Side trade.

At the same time if a real treaty had taken the place of the conference promise, the new schedule would have been inoperative as against Canada. Be it noted, however, in the absence of a modus vivendi, the King George instrument comes into force automatically, and American boats are barred out, except for the "humanities".

I understand, however, that it is deemed desirable to continue the privileges that are now being extended to United States vessels in Canadian ports for the present, and until the whole question can be considered by the Canadian Government. That is the wisest course under the circumstances.

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ARGENTINE WHALE AND SEAL OIL INDUSTRY

By Trade Commissioner George S. Brady, Buenos Aires.

THE seas to the south and east of Patagonia abound with whales, but very little attention has been given by the Argentinians to whaling industry. However, there is one Argentine company with a whaling post in the South Georgia Island, which is located about 1,600 miles to the southeast of Buenos Aires and about 900 miles to the east of the Falkland Islands. The company has four whaling ships of about 80 tons each operating at the island, and one sailer engaged in the transportation of oil and fertilizer to England. Two more whalers have been ordered in Norway and will be delivered in time for the 1921-22 season. The capital of the company is entirely Argentine; the manager is a Norwegian, and the technical personnel is largely Scandina-This company has been operating since the year 1904.

South Georgia Island is in the direct track of the whales coming from the Antarctic Ocean in their migration to the north during the mating season. In the month of November the whales begin to move past the island toward the African coast and across the Atlantic to a northern location between Brazil and northwest Africa, where the young are hatched In their return the whales begin to pass Georgia in February and March. No whaling is carried on at the island from June until October because of the violent winter storms.

The Argentine whaling company operates entirely from the land, sending out the boats daily from Georgia to distances 40 to 50 miles from the island. The captured whales are brought back to the land. The company keeps a personnel varying from 200 to 1,000, and operates an extracting plant and crushing mill on the island. The annual production is from 25,000 to 30,000 barrels of whale oil and about 5,000 barrels of seal oil, although the production last year was only approximately 20,000 barrels of whale and 2,300 barrels of seal oil. This decrease was due to a strike and to the restriction of seal fishing by the government of the Falkland Islands. (These seals are not of the fur-skin variety.)

The company disposes of from 8,000 to 10,000 barrels of oil in Argentina for local consumption, and

TANKS

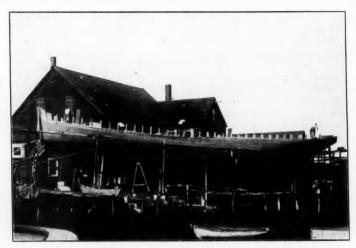
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exports the remainder directly to England in its one sailing ship. Five classes of whale oil and two grades of seal oil are produced. Only recently has this company begun actively to produce fertilizer, and the expectations are that the plant will produce 3,000 metric tons of ground fertilizer per year. This will be available for sale in the United States or Europe.

Schooner Mildred Robinson, Captain John Thorpe, put into Halifax Sept. 13 with her main boom top lift parted. The accident happened the first day the vessel vacated the Banks, after one set had been made.

Flags were half-staffed at the fish pier Sept. 8 for John Nagle, prominent among wholesalers, whose death occurred at Brookline, Sept. 7.



LOUISE HOWARD WRECKED

Vessel Total Loss But All of Crew Were Saved by Coast Guard

THE fishing schooner Louise Howard, from New York to Beaufort, N. C., made her voyage successfully down the coast and then when she arrived at the latter port, got wrecked on the bar, Aug. 14. A strong southwest wind blowing 25 miles an hour and a strong ebb tide, about two-thirds out, caught the vessel and was about to capsize her when the captain ordered two anchors overboard, hoping to bring her head up to the wind. The effort was unsuccessful, however, and the ship wallowed into a bed of breakers, where she stranded and went to pieces.

Captain Henry Goodwin of the Fort Macon Coast Guard station saw the plight of the Louise Howard and in a few minutes' time the coast guard men started in their power boats for the ship. Despite the heavy seas that were running. they came alongside the sinking vessel and succeeded in getting every man off. As the vessel was a complete loss, the personal effects of those aboard were all lost. Some eight or ten fishing dories were carried aboard the vessel and several of these that got adrift were salvaged by men in this vicinity.

The ship had aboard a ton of dynamite and several tons of rock ballast.

The Louise Howard was the property of the Ocean Fisheries Company and was intended to be used for eatching sharks and porpoises. The vessel was built three years ago and was of 176 tons capacity. She cost \$58,000 and had no insurance. The stiff wind and flood tide made a complete wreck of the fishing craft and pieces of rigging and other parts were scattered for miles along the beach. But for the prompt and efficient service of the coast guard men old Neptune would have taken a toll of lives as well as of the property which he destroyed.

"WOLVERINE"

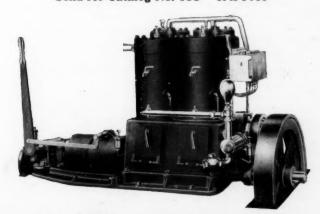
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TWO MEN LOST-AND FOUND

Schooner Elmer E. Gray arrived at Boston from the South channel of Georges Banks Aug. 31 with her flag at half-mast. She reported that two of her crew, both Boston men, Jeremiah Williams of Somerville and David Wise of Boston, had strayed from the vessel in a fog. When the fog had lifted the dory and its occupants were not to be seen.

Later David Wise was picked up by the schooner Gertrude De Costa and landed at Boston. Wise was astray two days before being rescued.

Jeremiah Williams, the other lost member, was not so fortunate. For three days he drifted in his dory, without food, save a few raw fish, and with little water, until the schooner Reliance rescued him 50 miles southeast of Highland Light. The man was in an exhausted condition when picked up, but is now as well as ever.

Caplifax top ened the

fish omiSAILS FOR SUNKEN \$4,000,000 CARGO

Trawler Seeks Hull of Ward Liner off the Virginia Capes

IFTY-FIVE miles off the Virginia Capes, lying in 200 feet of water, on a hard, sandy bottom are 22 tons of silver bars, six kegs of gold coin, \$500,000 in gold bars, 4,700 tons of copper and jewels worth \$1,000,000-treasure with a total value of about \$4,000,000, larger than any Captain Kidd ever buried or captured with the cutlass and the plank.

At 5 o'clock the afternoon of Aug. 30, the dingy little steam trawler Ripple backed out from Pier 3, Hudson River, pushed her nose downstream and headed for the Capes. If the horseshoe which was the last bit of cargo she took aboard to be hung in the pilot house stands up to its traditions the Ripple will come back, still a dingy trawler, but a treasure ship as well.

Captain Kidd would have turned away in disgust had he seen the Ripple casting off. Her skipper, Captain Carmichael, took the bridge in a dark business suit and straw hat. His black mustache-and right there the piratical comparison falls flatwas clipped like those of 200,000 men on Broadway. The Ripple's deck was crowded with salvaging apparatus, but there wasn't a cutlass in sight. It was all as much a part of the Spanish Main as the Hudson River Day Line.

Aboard the Ripple sailed L. V. MacKnight, president of the H. L. Gotham Corporation of 15 Park Row. the company which has undertaken the Ripple's voyage as a matter-offact business proposition. The crew and the company don't regard the trip as an adventure. It's a wrecking job-more profitable than most if successful, that's all.

The treasure is in the sunken cargo of the Ward line steamship Merida, which went down off Cape Charles 10 years ago last May. She was bound from Havana to New York, and one pitch black night, with a thick fog rolling in, she was smashed amidships by the Admiral Farragut of the American Mail Steamship line. The Merida was found to have a hole in her side big enough for a tugboat to enter. The Admiral Farragut saved her crew and passengers, but the Merida thrust up her bow and sank with her \$4,000,000 cargo in 35 fathoms of KERMATH MOTORS

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One other attempt has been made to salvage the Merida's cargo, but it was abandoned after a long spell of dirty weather which made wrecking a difficult matter.

The Gotham Corporation believes it has taken every precaution to make the voyage of the Ripple less of a treasure hunt than a business undertaking. It has engaged as wrecking master a ship's officer who was chief mate of the Merida when she went down, Captain George W. Nordstrom, who knows the exact location of the lost liner. The chief diver will be Frank Crilley, who was chief diver in the salvaging of the United States naval submarine R-4, which sank off Waikiki Beach, Honolulu, in 300 feet of water. Crilley is said to have worked at greater depths than any other diver in the world. He holds the Congressional Medal of Honor.

The sea bottom at the point where the Merida went down is of hard gravel and sand.

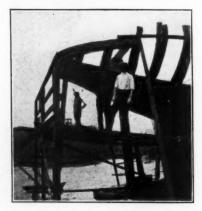
The trawler Ripple is a sturdy craft, with stubby lines. She was built in 1910 at Fore River, Mass., and was used by the navy as a mine sweeper during the war. She is 114 feet overall, with a beam of 22 feet 5 inches and a daught of 11 feet 6 inches. She carried on her deck a 28-foot motor boat, to be used as an auxiliary. The Ripple sailed with a crew of 25 men, including the divers and wreckers.

"TOM" BENHAM'S LUCK

The tern schooner Aviator, Captain "Tom" Benham, was in at Shelburne lately, bound for Gloucester with over 400,000 pounds of fish. The Aviator left Shelburne for the Banks the last of June.

A little while later her hoisting engine broke down and she was compelled to go to Halifax for repairs. Before leaving the Banks for home her driving engine got out of order and she made the voyage home upder sail.

These mishaps, coupled with the fact that Captain Benham early in the season lost the Esperanto makes it rather an unlucky year for him and his men, but they were fortunate in having a good big trip of fish to carry home.



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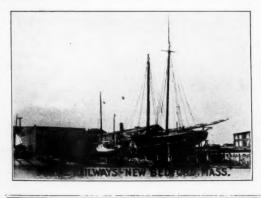
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SCHOONER MARY E. HARTY ABANDONED

THE Yarmouth tugs Mary H. Cann and Wanda, which went to the wreck of the Gloucester schooner Mary E. Harty for the purpose of trying to float the craft, returned to Yarmouth, bringing with them Captain Tobey, master of the ill-fated craft. From him it was learned that the schooner sailed from Gloucester Sept. 9 for North Bay on a mackerel seining trip. On that day she went to Provincetown, which port she left the following Saturday, and at 2 o'clock on Sunday afternoon the vessel sailed from

Seguin Island on the Maine coast Just 13 hours later she struck on what afterwards was found to be Race Point, Seal Island. It was densely foggy at the time and shortly before the schooner went on the rocks Captain Tobey had taken soundings, read his log and adjudged his position as being about 15 miles south of where the vessel went ashore.

Just previous to the schooner's striking, Captain Tobey had gone to his cabin, when he heard by the talk of the men on deck that something out of the ordinary was going on and he went up immediately. As he

reached the deck he could hear the noise of the birds on the island, but so thick was the fog that not a gleam of the land could be seen, and Captain Tobey threw the wheel hard down. The schooner came about very quickly and headed well off shore when she took the rocks.

After returning to Yarmouth Captain Tobey stated that all hopes of refloating the vessel had to be abandoned as the tide was ebbing and flowing through her, and it was impossible to get the apparatus from the tugs aboard of the craft. When he left the vessel a strong south-southwest wind was creating considerable sea and the schooner was pounding heavily. Her precarious position made it necessary for Captain Tobey and the crew to abandon her.

The Mary E. Harty is a comparatively new schooner, as she was built in Gloucester in 1916 and was 122 gross tons. She was a modernly equipped craft and for auxiliary power she was fitted with twin 45-horse power motors of the C. O. Type. The vessel carried a crew of 18 all told, and Captain Tobey had been sailing her since March last.

Exhausted from a three-day vigil, with neither food nor water, Frank Purdy of Roxbury, a member of the Boston fishing schooner Athena, drifted ashore in his dory two miles west of the Race Point coast guard station Aug. 14. Through a rift in the fog guardsmen sighted the tiny sail he had rigged and hauled his boat to land. A sudden fog separated him from the Athena.

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FISHERMEN'S SUPPLIES

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WALEN'S WHARF: Foot of Water Street: Gloucester, Mass.

SLEPT ON SINKING CRAFT

Captain and Crew of Portland Fishing Sloop Minerva Had Narrow Escape at McLoon Wharf

THE five men who came to this port Thursday afternoon in the Portland fishing sloop Minerva got the scare of their lives early yesterday morning when they awoke to find the stern of the craft well under water and the boat about to make a plunge for the bottom.

Captain Charles Jordan, skipper of the fisherman, shouted a lusty alarm, and the four members of his crew tumbled out of their bunks and clambered in a half-dazed condition over the side of McLoon's wharf, where the sloop was docked. Their exit was not a moment too soon, for the water closed over the deck while they were still lamenting the fact that all of their personal effects were still on board.

Captain Jordan was lucky enough to save \$105 in cash, and one of the crew saved his suitcase. William Smith of Gloucester was the last to leave the sloop and reached the top of the wharf clad in his undershirt. In this condition he hoofed it to the police station, where he obtained shelter for the remainder of the night.

The other members of the crew were Donald Campbell of Boston and Frank Stanley and Reuel Norton of Portland. They were uptown when the stores opened, rigging out in new wearing apparel and joking one another on their unlooked-for regalia and vacation.

"It's all a mystery to me," said Captain Jordan to the Courier-Gazette reporter, when asked how it happened. "We came in at 1 o'clock Thursday afternoon with 3,000 pounds of fresh fish which we caught 18 miles southeast of Matinicus Rock. We came in for a harbor, but

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didn't expect to spend the night in quite that fashion.

"I was awakened about 2 A. M. by the sound of rushing water. I should say there were then four feet of water over the stern, and the water was rushing through the companionway into the forecastle."

The rest has already been told.

The sloop was owned by Captain Jordan and C. N. Trefethen of Portland

The underwriters were notified.—Rockland Courier-Gazette, Aug. 20.

RECENT GLOUCESTER STOCKS

Benjamin A. Smith, Captain Christopher Gibbs, on her halibut trip at Boston, stocked \$9,000 and the crew shared \$200

Elk, Captain Carl Olsen, halibuting, stocked \$6,000, and the crew shared \$157 on the trip.

Bay State, Captain Jeffery Thomas, stocked \$5,776 on a recent halibut trip, and the share was \$100.

Mineola, Captain James O'Neil, swordfishing, stocked \$1,680 and the share was \$131.

Ingomar, Captain Percy Firth, on her salt trip stocked \$6,500 and the share was \$124.

Schooner Avalon, Captain Fred Thompson, halibuting, stocked \$6,501 and the share was \$165. The largest swordfish catch of the season was made by the schooner Hazel Jackson, which arrived Aug. 16 at the South Boston fish pler with 145 big fish.

A tuna weighing 450 pounds was harpooned in Liverpool (N. S.) harbor by Charles W. Hipson, and after considerable difficulty was successfully brought into Western Head where Mr. Hipson, with the assistance of several of the fishermen of that place was able to get the fish into his boat and it was brought to Liverpool, and the following day shipped by rail to Boston.

The newest addition to the Boston fishing fleet, the handsome schooner Yankee, recently launched at Essex, is now at Gloucester to be sparred and rigged, and will shortly take her place in the fleet. Captain Michael Brophy is to have command.

-0-

Schooner Elinor grounded a little to the rear of the Ingonish lighthouse. The Elinor is commanded by Captain Brigam, and is a vessel of 36 tons. She is in ballast and was engaged in swordfishing off the coast. The schooner went ashore a little before high tide. One of the C-D drifters, owned by W. N. Macdonald, proceeded to Ingonish and pulled the schooner off.

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SCHOONER GRANITE RAMMED

HAT'S in a name, anyway? We read of a collision between two vessels just at the mouth of North Sydney harbor, and one named the Granite got far the worst of the affair.

It seems that the big collier Kamaraska, on her way to Montreal with a full cargo of coal, crashed into the Lunenburg schooner Granite, Captain Richards, the night of Aug. 27, tearing away the latter vessel's forward parts, and cutting her badly clear to the water's edge. Had the big steamer struck the schooner a foot or more astern it is likely that almost the entire crew, asleep in the forecastle, would have been killed in their berths or drowned before assistance could reach them.

After striking the schooner Captain Morgan of the collier immediately sent out a line to the fisherman and

attempted to tow her to port, but at the first pull the stout hawser snapped. Finding that all was well aboard the schooner it was thought best to await the morning before making further attempts to get the schooner to port.

Though the Granite was making much water she was towed to safety the following day without great diffi-

Who was to blame for the collision is a question that will be decided by the courts. The men on the schooner say that all lights were burning and that the vessel was in her proper place. Officers of the steamer swear, in turn, that they were not at fault.

The Granite had put into North Sydney harbor for bait. She was well fished, and her skipper expected that a few days more on the Banks would have given him a full fare.

OWNERS BRING EQUITY SUIT AGAINST CREW

A bill in equity has been filed in the supreme court by the William H. Jordan Vessels Company of Gloucester, against James D'Entremont and 16 others, former members of the crew of the Oriole, owned by plaintiff and which was sunk in Nova Scotia waters Aug. 12, 1916, in a collision with the Borghold, four

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Ship Joiner, Carpenter and Jobber

FISH PIER

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103 Sumner Street, EAST BOSTON, MASS.

members of the crew of the Oriole being drowned and all the fish and effects of the crew lost

The bill states that plaintiff was directed by defendants to bring admiralty actions for them and also suits at law and did so. The memhers of the crew were awarded in admiralty \$2,189, which less expenses and exchange would net them \$1,572.83, but as it is impossible to determine the expenses of the civil suits the plaintiff asks an injunction against their collecting the money or prosecuting suits against plaintiff until the matter can be determined and a settlement reached as to what is due each man.

GOOD STOCK

The crew of schooner Wesley W. Sennett, Captain Isaac Evans, swordfishing, shared \$174 on a recent trip.

Four fishermen of the schooner Morning Star, lost in a fog while fishing on the western banks on July 25 landed on the Nova Scotis coast in their dories. The loss of the members of his crew was reported to the owners at Gloucester by Captain Chris Christiansen upon his arrival there and later in the day he was notified of their safe arrival. The men became separated from the schooner 50 miles off Sable Island and, as several days' search failed to locate them, they were believed lost. To reach the coast of Nova Scotia they covered several hundred miles.

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